



**WJFK AM, WPGC HD-3
QUARTERLY ISSUES & PROGRAMS REPORT**

July 01 thru September 30, 2013

3rd Quarter

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**Issues of Concern to Morningside, MD/Washington, D.C.
Addressed in Responsive Programming in the
3rd Quarter, 2013**

<u>Subject</u>	<u>Description of Issue of Concern</u>
1. Affordable Care Act	Information campaign ahead of full implementation of the Affordable Care Act, which begins with open enrollment October 1, 2013.
2. Affordable Housing	Nonprofit work that supports affordable housing programs
3. Hunger	September is Hunger Action Month
4. Poverty	Programs and services to alleviate the hardships of poverty in the greater Washington metro
5. Health Care	Programs that bridge the gap in health services for low-income families; removing the taboo on discussing gynecological cancers
6. Inclusion Programs for Developmentally Disabled	Programs and services that allow individuals with intellectual disabilities to have full access to recreational and artistic activities
7. Education	Program in Washington, D.C. to develop creative writing skills
8. Veteran's Affairs	Programs and services to help American veterans living with post-traumatic stress disorder (PTSD) and traumatic brain injury (TBI).
9. Environment	Measures that individuals and communities can take to promote clean waterways
10. Youth Programs	Educational and recreational programs for youth

**WNEW-AM Programs That Address Community Issues
(Regularly Scheduled Public Affairs Programs)
3rd Quarter, 2013**

<u>Public Affairs Program</u>	<u>Schedule and Description</u>
1. Fresh Perspectives	Sundays, 7:00 a.m. – 8:00 a.m. Produced by Sarah Jacobs, this show features representatives from area nonprofits, as well as government leaders, health experts, educators and artists, discussing issues of local and national concern.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 31)

ISSUE: **Affordable Care Act**

"Fresh Perspectives"

August 11, 2013

7:00 a.m.

27 minutes of a 60-minute program

On October 1, 2013, the open enrollment period for health insurance marketplace established under the Affordable Care Act begins. One of the insurance companies approved to operate in the Maryland Health Connection is the Evergreen Health Co-Op, a nonprofit health cooperative that delivers all profits back into its health plans.

Dr. Peter Beilenson, who has devoted much of his career as an advocate for healthcare reform, is the founder and executive director of Evergreen Health Co-op, which is dedicated to providing high-quality health care at a low cost. Dr. Beilenson described the two different low-cost plans Evergreen will offer. One will be a traditional health insurance option, with policy holders using their current primary care physician. The other is a patient-centered care model, which employs a team of experts to help members take full advantage of preventive care and screenings and close monitoring of chronic health conditions, such as diabetes, high blood pressure and cardiac. Patients have the full resources of a large network of expert physicians on staff, using remote diagnostics technology, for effective, efficient treatment.

A notable difference in the Evergreen Health Co-op is the fact that the physicians on staff are not paid on a traditional fee-for-service structure. Instead, Beilenson says, they are paid a competitive salary, and any bonuses paid are based on patient outcome, not volume of procedures performed.

Although the Evergreen approach sounds quite new and different, Dr. Beilenson explains that their model is actually derived from the best practices of some of the finest medical institutions in the country.

"Fresh Perspectives"

September 22, 2013

7:00 a.m.

10 minutes of a 60-minute program

A recent survey by AFLAC finds that a large number of employees are not certain about how the Affordable Care Act will affect their employer based health insurance coverage, and many employers are not communicating with employees about the upcoming open-enrollment period.

AFLAC's Audrey Boone-Tillman discusses what employers and employees need to know and how they can access resources to help facilitate the intra-office communication.

"Fresh Perspectives"

September 15, 2013

7:00 a.m.

54 minutes of a 60-minute program

Critics and supporters of the Affordable Care Act agree, the law requires full participation to work. Carolyn Quattrocki of the Maryland Governor's Office on Healthcare Reform discussed the major outreach effort being launched in the weeks before and after the launch of open enrollment. She described the advertising campaign aimed at increasing public awareness, as well as the network of existing service organizations that is being mobilized to get the word out about enrollment in the new insurance marketplace.

In our second segment, Maureen Murphy tells the story of the newly insured. Murphy, like so many in our community who are self-employed government contractors, was hit hard by the Great Recession and made the financial decision to allow her health insurance to lapse. Murphy was a generally healthy individual who exercised regularly, but a minor pre-existing condition that developed during her period of lapse later made insurance unaffordable, so she again went without. During her time without insurance, Murphy suffered a stroke, but was given only the minimum of care to stabilize her condition and released.

After months of bare minimum health care due to her inability to pay, Murphy eventually was made aware of insurance she could buy through the Affordable Care Act (ACA). A provision of the ACA prohibits insurance companies from denying coverage to adults with a pre-existing condition. Murphy stresses that, once she was able to buy insurance, she found far greater access to health care.

Murphy lives in Virginia, where the governor and legislature have not approved Medicaid expansion or a state insurance marketplace, and so residents will enroll on the federal marketplace. Murphy has been advocating strongly for Virginia lawmakers to pass legislation to establish Medicaid expansion in her home state.

In the third segment of this program, devoted almost entirely to the Affordable Care Act, we also talked with Aaron Smith, a co-founder and executive director of YoungInvincibles.org. YI is an organization that serves as a resource for Americans aged 18-34 who are dealing with the economic issues of higher education, health care, and employment.

Smith addresses the belief of some opponents of the ACA, who make the claim that the so-called Young Invincibles neither need nor want health insurance. On the contrary, says Smith, younger Americans account for more emergency room visits than any other group besides the elderly, because so many of the YI's cannot afford health care. Smith points out that young people have chronic conditions, such as asthma and diabetes, and young women in particular require reproductive health care screenings and, in many cases, birth control.

Smith echoes the common sentiment of many ACA advocates we have spoken with: We're all in this together. Smith says that not only do young people want and need health care and health insurance, but it is their duty to support a system that can provide affordable health care to millions of Americans.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: **Affordable Housing**

"Fresh Perspectives"

August 25, 2013

7:00 a.m.

11 minutes of a 30-minute program

When it comes to affordable housing, millions have heard of Habitat for Humanity, the nonprofit organization that allows low-income families invest their own sweat equity into the purchase of a home at a very low-interest rate. The home is either a refurbished or new construction home built through the resources and volunteers of Habitat for Humanity.

One of the ways in which Habitat for Humanity funds its operations is through the ReStore. Some ReStores feature builder's overstock, offering great deals on everything from floors to cabinetry. Others, like the ReStore of Montgomery County deals more specifically in home furnishings. Adeela Abassi, who manages the Montgomery County store, says they are blessed to be located in a community of affluence that is generous with its resources. Much of their stock is of very high quality.

The store is a great way for young people on a budget to furnish the new apartment with some of the treasures from their store while benefiting the work of Habitat for Humanity

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Hunger

"Fresh Perspectives"

September 22, 2013

7:00 a.m.

5 minutes of a 60-minute program

September is Hunger Action Month. The Maryland State Highway Administration in partnership with the Maryland State Police have collected food at their SHA and state police barracks locations throughout the month of September.

Also announced the various anti-hunger activities that the Arlington Food Assistance Center in Arlington, Virginia, is planning in the coming week.

"Fresh Perspectives"

September 29, 2013

7:00 a.m.

12 minutes of a 60-minute program

Charles Meng, Executive Director of the Arlington Food Assistance Center, talks about the "Stuff the Bus" campaign going on the weekend this program aired. In conjunction with a supermarket in Arlington, the AFAC is stuffing a commuter bus with food donated by the community throughout the weekend. The AFAC set a goal of 20-thousand pounds of food collected this weekend and 100-thousand pounds of food for the month of September.

Meng also provided some suggestions on other ways in which the community can support their work in the cause of alleviating hunger.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Poverty

“Fresh Perspectives”

July 7, 2013

7:00 a.m.

13 minutes of a 60-minute program

To quote from their website, “The D.C. Diaper bank was born to ensure that babies and toddlers grow up healthy and safe with the diapers they need.”

Corinne Cannon founded the D.C. Diaper Bank in October, 2010, soon after her first son was born, when she began to think about the children born into families that did not have the family network and resources that she and her husband had. Using existing Diaper Bank models, Cannon began organizing diaper drives and now provides an average of 35,000 diapers a month to 1,000 families in the Greater Washington area.

Cannon discussed ways in which others can support the work they are doing, either through holding a diaper drive, volunteering at their warehouse facilities, or providing financial support.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Health Care

“Fresh Perspectives”

July 14, 2013

7:00 a.m.

28 minutes of a 60-minute program

Community of Hope’s website state’s its mission as: “To improve the health and quality of life for low-income, homeless, and underserved families and individuals in the District of Columbia by providing healthcare, housing with supportive services, educational opportunities, and spiritual support.” These services are provided to the un- and under-insured residents, regardless of their ability to pay.

Kelly McShane, executive director of Community of Hope (COH), discusses their “wide-ranging programs that address the array of challenges faced by homeless and low-income families with children.” Their federally-qualified health centers meet the primary healthcare needs of the un- and underinsured, but COH also offers housing programs that assist homeless families in finding stable homes, as well as case management services to link them with resources such as job referrals, counseling, and housing. In addition, Community of Hope’s educational programs provide mentors and tutors to work with the children, to help them overcome the instability created by homelessness.

Currently, Community of Hope provides a wide range of medical, dental, behavioral, and birthing services for all ages at two health centers in the city: The Marie Reed Health Center in Northwest D.C., and the Family Health and Birth Center in Northeast. This winter, COH will officially open a third medical facility, the Conway Health and Resource Center, in the heart of Ward 8 in Southeast D.C.

McShane says residents of Ward 8 have the worst health outcomes in the District of Columbia in areas such as deaths from hypertension and diabetes, infant mortality, teen pregnancy, and HIV/AIDS, due primarily to lack of access to healthcare. COH states there are currently “only 35 physicians serving all 140,000 residents east of the [Anacostia River].” The Conway Health and Resource Center will provide medical primary care, dental care, behavioral health, social services and wellness education to this population of Washington, D.C. The official opening date is January, 2014.

"Fresh Perspectives"

July 21, 2013

7:00 a.m.

27 minutes of a 60-minute program

Founded in 1991, The Foundation for Women's Cancer is devoted to funding research and training, and ensuring education and public awareness of gynecologic cancer prevention, early detection and optimal treatment.

Dr. Chad Hamilton, is a leading gynecologic oncologist serving in the Washington, D.C. metro. Dr. Hamilton talked about the so-called "below the belt" cancers that affect women: cancers of the female reproductive tract. The Foundation for Women's Center is dedicated to raising awareness of ways to prevent, detect and treat gynecologic cancers, providing education about gynecologic cancers and supporting promising and innovative gynecologic cancer research.

One of the ways the Foundation is raising awareness is through the National Race to End Women's Cancer. Pamela Mielnik is the Survivors Chair for the 2013 Race to End Women's Cancer, Sunday, November 3, 2013 in Freedom Plaza in Washington, D.C. Pamela discusses her personal victory over gynecologic cancer and the importance of open discussions about the symptoms and treatment of "below the belt" cancers.

"Fresh Perspectives"

August 11, 2013

7:00 a.m.

26 minutes of a 60-minute program

Arlington Free Clinic (AFC) provides free, high-quality medical services to low-income, uninsured Arlington County residents at their facility on 11th Street in Arlington. Their services range from primary care to advanced specialty care, mental health, women's health, and physical therapy and pharmacy services.

AFC's Director of Development, Pat McDermott, discusses the mission of the Arlington Free Clinic, their role in a community which is noted for its affluence, and the vital role in the community that the Arlington Free Clinic will continue to play, even long after the Affordable Care Act is fully implemented.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Inclusion for Developmentally/Intellectually Disabled

“Fresh Perspectives”

August 25, 2013

7:00 a.m.

15 minutes of a 30-minute program

According to their website, “KEEN Greater DC is a nonprofit volunteer-led organization that provides one-to-one recreational opportunities for children and young adults with developmental and physical disabilities at no cost to their families and caregivers. KEEN's mission is to foster the self-esteem, confidence, skills and talents of its athletes through non-competitive activities, allowing young people facing even the most significant challenges to meet their individual goals.”

Joe Ottinger is a board member and KEEN volunteer, who discusses the ways in which both normally abled and disabled children and young adults can derive the physical and emotional benefits of recreational activities. While the disabled athletes have an opportunity to explore sports in a non-competitive arena with their peers, the athletes who lead the activities are rewarded with unique opportunities to engage and interact and develop meaningful relationships with their disabled teammates. Ottinger also discusses the expansion of the program into Baltimore, opportunities for young, normally-abled athletes to volunteer with the KEEN program, as well as fundraising events in their upcoming calendar.

Dale Dixon is an intellectually disabled KEEN athlete and a passionate advocate for the program. Dixon speaks eloquently about the importance of KEEN in his life and vows that he will always be a participant in the program, either as an athlete or a volunteer.

During this week’s program, we also re-aired a segment from June 30, 2013, featuring ArtStream Inclusive Theatre Project. Co-founders Patricia Woolsey and Nicolette Stearns discuss their program, which provides creative and artistic theatrical outlet for individuals who are traditionally under-served by the arts community. These individuals range from those with intellectual and physical disabilities to seniors, veterans, people with long-term illness and their families, immigrants, and people experiencing grief.

ArtStream Inclusive Theatre Project has several programs throughout the greater Washington, D.C. area, including Arlington, Virginia, as well as Gaithersburg and Silver Spring in Maryland.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Education

"Fresh Perspectives"

July 7, 2013

7:00 a.m.

28 minutes of a 60-minute program

Writopia Lab is nonprofit creative writing program for children ages 8-18 with branches in several major cities, including Washington, D.C. Through the guidance of an instructor, participants in the program engage in goal setting, with the objective of producing a full piece of memoir, fiction or poetry by the end of the workshop.

Kathy Crutcher is the executive director of Writopia's D.C. branch, which is a regional affiliate of the Scholastic Art & Writing Awards. Kathy discusses in detail the programs and workshops that are offered, including after-school and Saturday programs, as well as summer writing workshops in their Tenleytown headquarters in Washington, D.C..

Sarah Cooke is a high school senior who has been writing with Writopia for the last 3 years.

She has had her play produced Off-Broadway in New York, had her work published, and has won national recognition, including the Scholastic writing Award. Sarah also mentors younger writers in our after-school program every week. Sarah speaks eloquently about what the program has meant for her writing aspirations.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Veterans' Affairs

"Fresh Perspectives"

September 29, 2013

7:00 a.m.

29 minutes of a 60-minute program

Operation Vets Haven (OVH) was born of the realization that individuals with Post Traumatic Stress Disorder (PTSD) and Traumatic Brain Injury (TBI) require individual and highly-personalized treatment. There is no one-size-fits-all treatment, as there often is with other injuries or conditions, such as a broken leg or a blocked artery.

Retired Navy Commander Chuck Clopton is the executive director of Operation Vets Haven, which works as an advocate for veterans with PTSD or TBI to receive prompt and local treatment for their condition. Clopton stresses both "prompt" and "local." All too often, he says, veterans working through existing national veterans' health organizations are required to wait many months for treatment of a condition that can be acute and severe in its onset. OVH connects veterans and their families with professional, pre-screened psychiatrists and psychotherapists in their communities, who can provide this prompt, local treatment.

Clopton says OVH is not a replacement for services offered by other veterans' agencies, but, rather, a complement to those services, focused on quickly getting help to help to our nation's heroes in a personalized way.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Environment

"Fresh Perspectives"

July 14, 2013

7:00 a.m.

14 minutes of 60-minute program

The Maryland General Assembly recently passed what many critics call "The Rain Tax," an added tax on property owners based on the amount of non-permeable surface – asphalt, roofing, etc. – on their property. These surfaces do not allow water to absorb locally, and, instead, cause the water to run off quickly into our rivers and streams, along with lawn chemicals, motor fuels, litter, animal feces and other undesirable pollutants. The revenue generated by the tax is dedicated to paying for the infrastructure and programs that will help alleviate the pollution of our waterways created by storm water runoff.

Dr. Jana Davis is the Executive Director of the Chesapeake Bay Trust (CBT), whose stated mission "is to promote public awareness and public participation in the protection and restoration of the Chesapeake Bay and its rivers and streams." Dr. Davis explains that the CBT promotes "stewardship of our waterways by funding grant programs, special initiatives, and partnerships that support environmental education, demonstration based restoration, and community engagement activities." She discusses some of the ways in which individuals and communities can work together on projects to promote clean water.

"Fresh Perspectives"

September 22, 2013

7:00 a.m.

8 minutes of a 60-minute program

Dr. Jana Smith of the Chesapeake Bay Trust returns this week to discuss in detail the CBT's "Save the Bay" license plate. By purchasing a "Save the Bay" license plate for \$20, Maryland motorists are providing financial support for the CBT's grant programs.

Most Significant Issue-Responsive Programming
3rd Quarter, 2013
(July 1 through September 30)

ISSUE: Youth Programs

"Fresh Perspectives"

August 18, 2013

7:00 a.m.

14 minutes of a 60-minute program

Girls on the Run D.C. is the Washington, D.C. chapter of a national organization whose stated mission is to "inspire girls to be joyful, healthy and confident using a fun, experience-based curriculum which creatively integrates running." According to the GOTR-DC website, the girls in the program strive, among other things, to be intentional in their decision making, embrace their differences and find strength in connectedness, and nurture physical, emotional and spiritual health, and stand up for themselves and others.

The GOTR-DC Director of Operations is Kristen Komlosey, who speaks about the structure of the Girls on the Run program and the way in which it addresses the social and emotional challenges faced by girls in grades 3-8, the core age group served by the program. The 10-week program is offered twice a year, in the fall and the spring, with participants meeting twice a week, usually after school at various locations throughout the city. The girls practice for up to 90 minutes per session, with each program culminating in a 5K run that brings together all the girls from the different practice locations. There are also parent resources available, allowing for meaningful discussions in the home to reinforce the curriculum being taught in the GOTR program.

Komlosey discusses the registration deadline for the upcoming fall season, as well as ways in which coaches and others can volunteer with GOTR-DC, and individuals and organizations can provide monetary support to the mission.

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